DOCUMENT RESUME

ED 176 839 JC 790 578

TITLE	Student Guide for Documenting Experiential Learning: Sales and Marketing Management.
INSTITUTION	Coastline Community Coll., Fountain Valley, Calif.
PUB DATE	[79]
NOTE	32p.; For a related document, see JC 790 540
EDRS PRICE	MF01/PC02 Plus Postage.
DESCRIPTORS	Accounting; Behavioral Objectives; *Business Education; Community Colleges; *Course Objectives; *Employment Experience; *Experiential Learning; Job Skills; Junior Colleges; Knowledge Level; *Management Education; Marketing; *Measurement Instruments; Salesmanship; Sales Occupations; Skill Analysis
IDENTIFIERS	Advertising

ABSTRACT

Coastline Community College has developed a series of guides to assist adults who wish to obtain college credit or advanced standing in evaluating and verifying their non-college learning experiences. This guide lists the competency requirements of six courses in the Sales and Marketing Management program: Principles of Accounting, Salesmanship, Marketing, Advertising, Business Ownership and Management, and Sales Management. The student is asked to measure the knowledges and skills he/she has acquired on the job against specific behavioral objectives of each course. This evaluative process is facilitated by sections of the guide which ask whether the student is competent in each particular knowledge or skill and which provide opportunity for the student to record the basis of his/her competence or his/her ability to verify the competence. Verification is possible through: (1) a personal interview, (2) a job description of an applicable position that was held, (3) standard examination, (4) examples of written evidence, (5) completion of non-credit course or in-service training, (6) an instructor interview with present supervisor, or (7) other means specified by the student. The guide also refers to the concurrent use of a portfolio prepared by the student to identify, describe, and evaluate past learning experiences. (AYC)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED176839

COASTLINE COMMUNITY COLLEGE

STUDENT GUIDE FOR DOCUMENTING EXPERIENTIAL LEARNING

SALES AND MARKETING MANAGEMENT

U S DEPARTMENT OF HEALTH EDUCATION & WELFARE NATIONAL INSTITUTE OF EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

J. E. Riedel

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

JC 790 578

OFFICE OF ADMISSIONS, GUIDANCE, AND INFORMATION SERVICES

PROGRAM REQUIREMENTS

SALES AND MARKETING MANAGEMENT

		Units
Principles of Accounting	Acct. 101	4
Marketing	M.M. 120	3
Salesmanship	M.M. 110	3
Advertising	M.M. 130	3
Sales Management	M.M. 800	3
Electives*		4
TOTAL UNITS		20

*Suggested Electives:

Principles of Accounting	Acct. 102	4
Business Law	Bus. 110	3
**Business Ownership & Management	M.M. 240	3
Business Correspondence	Bus. 135	3
Economics, Macro	Econ. 180	3
Economics, Micro	Econ. 185	3
Introduction to Supervision	Supv. 804	3

**This is the only suggested elective for which a Student Guide for Documenting Experiential Learning is available. Students who possess competencies and wish to obtain credit in another subject area should investigate CLEP, PEP, and Credit by Examination options.

CONTENTS

Acct. 101--Principles of Accounting i

M.M. 110--Salesmanship iv

M.M. 120--Marketing vi

M.M. 130--Advertising ix

M.M. 240--Business Ownership & Management . . . xi

M.M. 800--Sales Management xiv

Blank Student Guide Pages xvi

STUDENT GUIDE FOR DOCUMENTING EXPERIENTIAL LEARNING

Knowledges and Skills Acquired on the Job

Certificate: Business Management & Marketing
Sales & Marketing Management

Course: M. & M. 110--Salesmanship

	Check whether competent in knowledge or skill		**Basis of Competence or Verification by:** *Check appropriate categories*									*Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges*
	Yes	No	Can verify through personal interview	Have job description of applicable position held	Have written verification from employer	Can verify through standard examination	Have examples of written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other		
1. Can describe the stages in the selling cycle and demonstrate how you move a prospect through them												
2. Can analyze the different types of customer objectives and describe a strategy for overcoming each												
3. Can describe different types of closing techniques and demonstrate how to use them												
4. Can make a formal stand-up presentation or demonstration, including flip charts and other presentation aids												
5. Can organize a plan for systematically selling a product in a given territory, including necessary sales records, financial records, customer contacts, etc.												
6. Can develop an appropriate prospect list for introducing products to a selected group of prospects												
7. Can prepare a written proposal for a sales effort, change in strategy, or other major sales-related idea												

(cont.)

STUDENT GUIDE FOR DOCUMENTING EXPERIENTIAL LEARNING

Knowledges and Skills Acquired on the Job

Certificate: Business Management & Marketing
Sales & Marketing Management

Course: M. & M. 110--Salesmanship

	Check whether competent in knowledge or skill		Basis of Competence or Verification by: Check appropriate categories								Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges
	Yes	No	Can verify through personal interview	Have job description of applicable position held	Have written verification from employer	Can verify through standard examination	Have examples of written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other	
8. Can prepare a market analysis for a product											
9. Can identify consumer buying motives and develop market strategy for an appropriate product											
10. Can organize a control system to measure the effectiveness of sales activities											
11. Can develop a personal library of sales and motivation books and demonstrate an understanding of the principles reflected in them											

STUDENT GUIDE FOR DOCUMENTING EXPERIENTIAL LEARNING

Knowledges and Skills Acquired on the Job

Certificate: Business Management & Marketing
Sales & Marketing Management

Course: M. & M. 120--Marketing

	Check whether competent in knowledge or skill		Basis of Competence or Verification by: Check appropriate categories								Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges
	Yes	No	Can verify through personal interview	Have job description of applicable position	Have written verification from employer	Can verify through standard examination	Have examples of written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other	
1. Can define marketing, including definition of "marketing concept"											
2. Can discuss marketing information systems											
3. Can explain formal and informal market research											
4. Can develop and use market research data											
5. Can explain product planning, including "modification," "perishability," "obsolescence," and "quality levels"											
6. Can identify marketing distribution channels and factors that determine their selection											
7. Can discuss personal selling, including "job analysis," "job descriptions," and "training"											
8. Can establish what is meant by "marketing cost analysis" and "marketing measurement"											
9. Can analyze marketing communications through advertising--types, costs, and benefits											(cont.)

STUDENT GUIDE FOR DOCUMENTING EXPERIENTIAL LEARNING

Knowledges and Skills Acquired on the Job

Certificate: Business Management & Marketing / Sales & Marketing Management

Course: M. & M. 120--Marketing

	Check whether competent in knowledge or skill		Basis of Competence or Verification by: Check appropriate categories									Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges
	Yes	No	Can verify through personal interview	Have job description of applicable position held	Have written verification from employer	Can verify through standard examination	Have examples of written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other		
10. Can design a sales promotion for a given product, including factors such as legal aspects, public relations, company image, buyer incentive												
11. Can discuss the characteristics of the ultimate consumer; state the effects of ages and changes in population size and location												
12. Can identify the main factors relating to purchasing power and the ultimate consumer; explain the role of credit and inflation												
13. Able to design and implement a retail operation, choosing the most appropriate type from the different types of retailing												
14. Can cite examples of franchising as a marketing system, outlining the management factors involved												
15. Can analyze government marketing; compare it with industrial and consumer marketing												
16. Can explain what is meant by derived demand and effect on market											(cont.)	

Knowledges and Skills Acquired on the Job

Certificate: Business Management & Marketing / Sales & Marketing Management

Course: M. & M. 120--Marketing

	Check whether competent in knowledge or skill		Basis of Competence or Verification by: Check appropriate categories								Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges
	Yes	No	Can verify through personal interview	Have job description or applicable position held	Have written verification from employer	Can verify through standard examination	Have examples of written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other	
17. Can discuss factors involved in packaging and branding, outling goals, trends, and legislative controls											
18. Can explain the differences between industrial and consumer marketing											
19. Can design a system for pricing a given product, outlining pricing considerations and methods, including cost plus, marginal revenue and tax return pricing											
20. Can organize a plan for international marketing, discuss import and export aspects and sources of data											
21. Can describe social and political factors related to marketing; review legal considerations of state and federal regulations											
22. Can analyze inventory management and storage; discuss selection of transportation mix											
23. Can discuss marketing of services--types, reasons for growth, competition											

STUDENT GUIDE FOR DOCUMENTING EXPERIENTIAL LEARNING

Knowledges and Skills Acquired on the Job

Certificate: Business Management & Marketing
Sales & Marketing Management

Course: M. & M. 130--Advertising

	Check whether competent in knowledge or skill		Basis of Competence or Verification by: Check appropriate categories									Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges
	Yes	No	Can verify through personal interview	Have job description of applicable position held	Have written verification from employer	Can verify through standard examination	Have examples of written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other		
1. Can compare the common ad media and describe the considerations an advertiser would use in selecting each												
2. Can analyze the common types of dealer programs and describe how they would be used to increase sales												
3. Can describe an advertising problem and develop a complete campaign solution with supporting data from actual or fictional case study												
4. Can design a typical ad campaign showing importance of product's characteristics in relation to success of campaign												
5. Can demonstrate how the "marketing mix" will affect advertising strategy												
6. Can show and describe several examples of how advertising strategy is affected by product's positioning in the advertising spiral												
7. Can show by example how products have been positioned and/or repositioned to address a specific market segment												

(cont.)

STUDENT GUIDE FOR DOCUMENTING EXPERIENTIAL LEARNING

Knowledges and Skills Acquired on the Job

Certificate: Business Management & Marketing
Sales & Marketing Management

Course: M. & M. 130--Advertising

	Check whether competent in knowledge or skill		Basis of Competence or Verification by: Check appropriate categories								Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges
	Yes	No	Can verify through personal interview	Have job description of applicable position held	Have written verification from employer	Can verify through standard examination	Have examples of written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other	
8. Can conduct a research project using a sampling technique or an in-depth interview technique; can describe the objective of the study and show the results and conclusions drawn from it											
9. Can prepare an ad illustrating the basic structure used in advertising copy, showing the parts of the ad which illustrate the elements of basic structure, showing how the ad presents an effective layout											
10. Can make a presentation covering the items management would wish to see to justify approval of an advertising program and budget											
11. Can evaluate the major factors in a basic media strategy											

STUDENT GUIDE FOR DOCUMENTING EXPERIENTIAL LEARNING

Knowledges and Skills Acquired on the Job

Certificate: Business Management & Marketing
Sales & Marketing Management

Course: M. & M. 240--Business Ownership and Management

	Check whether competent in knowledge or skill		**Basis of Competence or Verification by:** *Check appropriate categories*									*Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges*
	Yes	No	Can verify through personal interview	Have job description of applicable position held	Have written verification from employer	Can verify through standard examination	Have examples of written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other		
1. Can design a system for personal evaluation, including a personal expense statement and a personal balance sheet												
2. Can analyze financial statements using the following approaches: historical analysis, ratio analysis, industry analysis, and break-even analysis												
3. Can list and analyze the major causes of small business failure												
4. Can compare advantages and disadvantages of sole proprietorships, general partnerships, limited partnerships, and corporate structure												
5. Can evaluate all the factors involved in whether to purchase a business; e.g., determining purchase price, anticipating market changes, sources of information												
6. Can establish procedures for the preparation of an income statement and a balance sheet												
7. Can prepare guidelines for writing strategic plans, long-range plans, and short-range plans											(cont.)	

Certificate: Business Management & Marketing
Sales & Marketing Management

Course: M. & M. 240--Business Ownership and Management

Knowledges and Skills Acquired on the Job	Check whether competent in knowledge or skill		Basis of Competence or Verification by: Check appropriate categories								Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges
	Yes	No	Can verify through personal interview	Have job description or applicable position held	Have written verification from employer	Can verify through standard examination	Have examples or written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other	
8. Can design an appropriate organization chart for a retail business showing staff and line positions and functions											
9. Can prepare an employee schedule											
10. Can design an appropriate bookkeeping system for a sales budget, a projected income statement, a projected balance sheet, and a cash forecast											
11. Can compare the advantages and disadvantages of a franchise											
12. Can design a strategy for appropriate product pricing; i.e., cost plus, market testing, and allowing for the allocation of overhead											
13. Can evaluate a business site in terms of business reach, demographic analysis, traffic counts, economic forecasts, market trends, and competition											
14. Can design a loan package appropriate to a given retail business situation											
15. Can set appropriate philosophy and guidelines for granting credit											

(cont.)

STUDENT GUIDE FOR DOCUMENTING EXPERIENTIAL LEARNING

Knowledges and Skills Acquired on the Job

Certificate: Business Management & Marketing
Sales & Marketing Management

Course: M. & M. 240--Business Ownership and Management

	Check whether competent in knowledge or skill		Basis of Competence or Verification by: Check appropriate categories								Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges
	Yes	No	Can verify through personal interview	Have job description of applicable position held	Have written verification from employer	Can verify through standard examination	Have examples of written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other	
16. Can design procedures for arranging display advertisements, classified advertisements, and reader advertisements											
17. Can evaluate the main types of advertising media in relation to a given promotional effort											
18. Can construct an advertising budget											
19. Can establish policy and procedures for inventory control and management											
20. Can establish an appropriate list of supplies for a given retail business											
21. Can design an appropriate job description for an employee in a retail business and design guidelines for the evaluation of the description on a long-term basis											

STUDENT GUIDE FOR DOCUMENTING EXPERIENTIAL LEARNING

Certificate: Sales & Marketing Management

Course: M. & M 800--Sales Management

Knowledges and Skills Acquired on the Job	Check whether competent in knowledge or skill		Basis of Competence or Verification by: Check appropriate categories									Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges
	Yes	No	Can verify through personal interview	Have job description of applicable position held	Have written verification from employer	Can verify through standard examination	Have examples of written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other		
1. Can design an effective sales organization; include home office and field organization												
2. Can describe the administrative duties of the sales manager; include supervisory duties												
3. Can outline the characteristics of a good salesperson recruiting program												
4. Can explain the process of selection of salespersons, defining ways to determine the kind of personnel wanted												
5. Can outline processing and testing techniques in the selection of new salespeople												
6. Can discuss compensation plans for salespersons. How are they different from other company employees?												
7. Can organize a system for handling salespersons' expenses and transportation												
8. Can establish sales territories, routing, and quotas												

(cont.)

Certificate: Sales & Marketing Management

Course: M. & M. 800--Sales Management

Knowledges and Skills Acquired on the Job	Check whether competent in knowledge or skill		Basis of Competence or Verification by: Check appropriate categories								Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges
	Yes	No	Can verify through personal interview	Have job description of applicable position held	Have written verification from employer	Can verify through standard examination	Have examples of written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other	
9. Can prepare and organize procedures for evaluating a salesworker's performance											
10. Can describe and show interdependence of the key elements of marketing cost analysis											
11. Can establish a procedure for preparing a budget and for control of it											
12. Can organize a system for analyzing markets and sales volume											
13. Can design and administer a sales training program											
14. Can establish procedures for orienting and assimilating the new salesperson into the organization											
15. Can outline a program for motivating salespersons											
16. Can explain the "marketing concept," including societal, revenue, and customer orientation											
17. Can differentiate between selling and marketing											

STUDENT GUIDE FOR DOCUMENTING EXPERIENTIAL LEARNING

Knowledges and Skills Acquired on the Job Certificate: _____ Course: _____	*Check whether competent in knowledge or skill*		**Basis of Competence or Verification by:** *Check appropriate categories*								*Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges*
	Yes	No	Can verify through personal interview	Have job description of applicable position held	Have written verification from employer	Can verify through standard examination	Have examples of written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other	

STUDENT GUIDE FOR DOCUMENTING EXPERIENTIAL LEARNING

Knowledges and Skills Acquired on the Job *Certificate:* _____ *Course:* _____	*Check whether competent in knowledge or skill*		**Basis of Competence or Verification by:** *Check appropriate categories*									*Indicate portfolio page number for items checked at left or page number on which you have cited specific experience and/or examples to document your skills and knowledges*
	Yes	No	Can verify through personal interview	Have job description of applicable position held	Have written verification from employer	Can verify through standard examination	Have examples of written evidence	Have completed non-credit course or in-service training	Instructor interview with present supervisor	Other		

UNIVERSITY OF CALIF.
LOS ANGELES
GLE
EDUCATION COLLEGE